



January 19, 2014 - For Immediate Release

## Key West Race Week's Sponsors – An All Star Line Up

**Key West, Florida Keys** - The 27<sup>th</sup> edition of "Key West Race Week" is ready to begin and there's no better way to start than by acknowledging and thanking the sponsors. Key West sponsors have always been one of race week's critical success factors. Premiere Racing would like to take this opportunity to highlight their loyalty and support.

Title Sponsor **Quantum Sail Design Group**, the Official Sailmaker, leads a prestigious roster that includes Day Sponsors **Lewmar / Navtec**, Official Marine Hardware and **Mount Gay® Rum**, Official Rum. The Supporting Sponsors are **B&G**, Official Marine Electronics, **Gill** Official Technical Gear, and **Marlow Ropes**, Official Rope.

This will be the third straight year that Quantum will serve as title sponsor and Fontenot said the Michigan-based sail-making company has enjoyed its partnership with Premiere Racing.

"It's been a great relationship because we both have the same interests in mind, which is to keep an iconic regatta moving forward in tough economic times," said Farley Fontenot, executive vice president of Quantum Sail Design Group. "Quantum's goal for this is to perpetuate our sport by supporting one of the greatest events in the country."

"Quantum's enthusiasm is energizing and the working relationship has been a good situation for Premiere Racing and for the event," said Event Director Peter Craig. "Having a company that is intimate with the sport in the title position is a first for us. While our Industry Partners have always been involved, we're very pleased that Quantum is playing an active role and enabling us to keep this regatta on the calendar."

Day Sponsors **Lewmar / Navtec**, have been distinguished leaders in the performance sailing industry. They are both known and respected by boat builders and yacht owners the world over. Their craftsmanship, reliability, innovation and commitment to supporting the marine industry have made their names synonymous with consistent quality. Lewmar and Navtec have been a sponsor for 15 years. Lewmar / Navtec Day winners and Boat of the Day winners will be presented with the very popular One Touch winch handles.

**Mount Gay® Rum** - the rum that invented rum, is the world's oldest refined rum dating back to 1703. Made from the finest sugar cane molasses and pure coral filtered Barbadian water, Mount Gay is double distilled, matured in toasted bourbon oak barrels and harmoniously blended by Master Blender Allen Smith to produce a handcrafted rum with distinct character.

"Mount Gay Rum is excited to celebrate its 27<sup>th</sup> year of partnership with Key West Race Week," said Gene Song, Vice President of Marketing, Mount Gay Rum. "The brand is grateful to the sailing community for its continued loyalty throughout the years."

*Continued*

This is the tenth year that **B&G** has participated at the Supporting Sponsor level. For years, B&G has been the marine electronics brand of choice among top sailors and yachtsmen, And with good reason. With a 50-year reputation of helping to set records in the world's toughest events, B&G is trusted for absolute accuracy and unequalled reliability.

**Marlow Ropes** is back for its sixth year as a supporting sponsor. The Marlow brand has earned an outstanding reputation based on products tried and tested in the world's harshest environments by elite performance partners. Marlow is one of the only global names in yachting rope with distributors in every continent around the globe. In February 2013, Marlow also announced the formation of Marlow Ropes Inc. The company is based out of Plymouth, Massachusetts with a designated sales function, inventory availability and technical support, designed to strengthen service and distribution in the US market."

**Gill**, the Official Technical Gear, has been a long-time Industry Partner and event supporter. This is their third year as a supporting sponsor. Representatives will be on site and special event gear from their line of high quality products is available for purchase on site and through their website. Gills new Race Collection will be launched at Key West Race Week.

Key West Race Week is also supported by The **Florida Keys & Key West Tourism Council**.

The **Ocean Key Resort and Spa** is the Official Hotel.

**Sapporo USA** is the Official Beer and **Regatta Ginger Beer** is the Official Ginger Beer.

**Chelsea Clock** is providing their classic handcrafter Ship's Bell Clocks for the Boat of the Day trophies.

For those who can't be out on the race course, there will be plenty of ways to follow the racing. Last year was a first for "Key West Live" coverage (**#QKeyWest**) and there will be more real time bloggers and video coverage to keep everyone connected this year: [Premiere-Racing.com/OKWLive](http://Premiere-Racing.com/OKWLive)

Regatta dates are January 19 - 24, 2014.

**23 Industry Partners** bring their support through a program that is now in its 13th year.

Quantum Key West 2014 is a **US SAILING** sanctioned event.

The racing will be conducted under permit in the **Florida Keys National Marine Sanctuary**. The sanctuary protects 2,900 square nautical miles of critical marine habitat, including coral reef, hard bottom, seagrass meadow, mangrove communities and sand flats.

Event information, past results and photos: [www.Premiere-Racing.com](http://www.Premiere-Racing.com)

**About  
Quantum Sail Design Group**



[www.QuantumSails.com](http://www.QuantumSails.com)

Founded by a group of independent, experienced sailmakers who shared a common vision, Quantum Sail Design Group is dedicated to overcoming the trend toward mass-marketing and mediocrity in the sailmaking industry. The company is known for its high-performance Fusion M sails and winning sail designs in dozens of classes from dinghies to super yachts.

Quantum has more than 60 sales and service outlets throughout the world, with world headquarters in Traverse City, MI and European headquarters in Barcelona, Spain.

[Key West Race Week Photo Gallery](#)

[Quantum Key West 2013 Results](#)

**For more information:** Premiere Racing, Inc. 67B Front Street, Marblehead, MA, 01945 (781) 639-9545 Fax: (781) 639-9171

Email: [Kelly@Premiere-Racing.com](mailto:Kelly@Premiere-Racing.com) Web Site: [www.Premiere-Racing.com](http://www.Premiere-Racing.com)  
Photographs are available to qualified media. Email: [jeanne@premiere-racing.com](mailto:jeanne@premiere-racing.com)